

## INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE

## ANAND AGRICULTURAL UNIVERSITY ANAND, GUJARAT



## **Road Safety Awareness**

The Gujarat Road Safety Authority, established under the Gujarat Road Safety Authority Act, 2018, serves as the lead agency for promoting road safety in the state. It operates based on four key pillars— Engineering, Enforcement, Emergency Care, and Education & Awareness (4-E). Among these, the Education & Awareness pillar plays a crucial role in fostering a culture of safe and responsible road use. In alignment with this, the Commissioner of Higher Education, Government of Gujarat, organized a Road Safety Awareness Campaign on 12<sup>th</sup> August, 2025 at 11:30 AM. The event was conducted online through the Higher Education Channel-13 and the Higher Education YouTube Channel. The students and staff members of the institute actively participated in the campaign, contributing to the collective effort to enhance awareness and promote road safety.

Road safety awareness is crucial for reducing accidents and saving lives. It involves understanding and following traffic rules, using seat belts, wearing helmets, avoiding distractions like mobile phones while driving. Educating drivers, pedestrians, and cyclists about safe practices can significantly decrease the risk of injury or death on the road accident. By promoting responsible behavior and respect for traffic laws, road safety awareness helps create a safer environment for everyone. The entire event was organized by Dr. Ashish Mahera (SRC Co-Chairman) and Dr. Chetan Dudhagara (SRC Chairman) under the guidance of Dr. R. S. Pundir, Principal and Dean of the Institute.







